

What is claimed is:

1. A media management system comprising:

a web-based interface configured to:

provide substantially real-time media pricing;

provide substantially real-time media availability; and

facilitate substantially real-time buying of media.

2. The media management system as recited in claim 1, wherein the web-based interface is configured to:

provide substantially real-time media pricing for advertising;

provide substantially real-time media availability for advertising; and

facilitate substantially real-time buying of media for advertising.

3. The media management system as recited in claim 1, wherein the system is at least partially embedded into at least one inventory sales system of at least one media supplier.

4. The media management system as recited in claim 1, wherein the web-based interface is configured to use dynamic pricing models that are driven by a degree of targetability selected by a media buyer.

5. The media management system as recited in claim 1, wherein the web-based interface is further configured to provide real-time monitoring of selected performance statistics at least partially throughout a life of an advertising campaign.

6. The media management system as recited in claim 1, wherein the web-based interface is further configured to facilitate entry of a media plan profile thereunto.

7. The media management system as recited in claim 1, wherein the web-based interface is configured to translate media planning variables into pricing and availability for media inventory.

8. The media management system as recited in claim 1, wherein the web-based interface is configured to facilitate a real-time interactive process of modification and refinement by selecting media related variables and changing the selected variables.

9. The media management system as recited in claim 1, wherein the web-based interface is configured to facilitate purchasing of media by sending an electronic purchase order.

10. The media management system as recited in claim 1, wherein the web-based interface is configured to distribute request for proposals to a plurality of media suppliers who have inventory which matches a media plan profile.

11. A method for managing media, the method comprising:

using a web-based interface to provide substantially real-time media processing;

using the web-based interface to provide substantially real-time media availability; and

using the web-based interface to facilitate substantially real-time buying of media.

12. The method as recited in claim 11, wherein:

using the web-faced interface to provide substantially real-time pricing comprises using the web-based interface to provide substantially real-time pricing for advertising;

using the web-based interface to provide substantially real-time media availability comprising using the web-based interface to provide substantially real-time media availability for advertising; and

using the web-based interface to facilitate substantially real-time buying of media comprises using the web-based interface to facilitate substantially real-time buying of media for advertising.

13. The method as recited in claim 11, further comprising at least partially embedding a portion of a media management system into at least one inventory sales system of at least one media supplier.

14. The method as recited in claim 11, further comprising using dynamic pricing models which are driven by a degree of targetability by a media buyer.

15. The method as recited in claim 11, further comprising providing real-time monitoring of select performance statistics at least partially throughout an advertising campaign.

16. The method as recited in claim 11, further comprising providing entering of a media plan profile into the web-based interface.

17. The method as recited in claim 11, further comprising translating media planning variables into pricing and availability for media inventory.

18. The method as recited in claim 11, further comprising facilitating a real-time editorive process of modification and refinement by selecting media related variables and by changing the selected variables.

19. The method as recited in claim 11, further comprising facilitating purchasing of media by sending an electronic purchase order.

20. The method as recited in claim 11, further comprising distributing request for proposals to a plurality of media suppliers who have inventory which matches a media plan profile.

File, Edit, View, Insert, Tools, Help, Print, Exit